

Message Text

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ACTION ARA-14

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AMEMBASSY BRASILIA

UNCLAS SAO PAULO 1523

OIM/RP-BRAZ/BLOW

E.O. 11652: N/A

TAGS: BEXP, BR

SUBJECT: AVIONICS AND GROUND SUPPORT EQUIPMENT EXHIBITION REPORT

1. AVIONICS AND GROUND SUPPORT EQUIPMENT EXHIBITION

2. MAY 15-19, 1978

3. 24 REPRESENTING 28

4. \$88,700 OFF-FLOOR

5. (A) NTM \$4,230,000

(B) OTM \$4,600,000

6. 11. SEEKING REPS

7. 8 APPOINTED REPS

8. 45 UNDER NEGOTIATION

9. N/A

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10. 810 TRADE VISITORS

11. SUCCESS STORIES: THIS CAN BE TERMED A COMPLETE SUCCESS, NOT ONLY IN TERMS OF SALES, REPRESENTATION AGREEMENTS SIGNED, AND LEADS OBTAINED, BUT ALSO BECAUSE NOT ONE OF THE EXHIBITORS FAILED TO AT LEAST PARTIALLY MEET THEIR OBJECTIVES. VISITORS

NUMBERS SURPASSED EXPECTATIONS, AND MOST EXHIBITORS COMMENTED FAVORABLY ON THE QUALITY AND NUMBER OF VISITORS. GUESTS OF HONOR DURING THE MONDAY EVENING INAUGURAL RECEPTION WERE MANOEL DA COSTA SANTOS, THE PRESIDENT OF THE BRAZILIAN ELECTRONICS INDUSTRY ASSOCIATION, GENERAL VICTOR D. LIEG, OF THE BRAZILIAN MINISTRY OF AERONAUTICS AND GENERAL PAULO VICTOR DA SILVA, THE DIRECTOR OF THE ELECTRONICS AND NAVIGATIONAL EQUIPMENT DIRECTORATE OF THE MINISTRY OF SP AIRPORT PROJECT. AERONAUTICS, AND LAUDO RIO, CHIEF FOR OF SPECIAL NOTE WAS THE VALUABLE COOPERATION GIVEN BY FRANK MONACO, THE FAA REPRESENTATIVE FOR BRAZIL. HE PROVIDED EXCELLENT PROMOTIONAL ACTIVITIES PRIOR TO THE SHOW. HE WAS ALSO: PRESENT DURING THE ENTIRE SHOW TO ADVISE EXHIBITORS AND TO GREET KEY VISITORS, MANY OF WHOM HE KNEW PERSONALY: IN ADDITION, HE SERVED AS OPENING SPEAKER AND MODERATOR DURING THE TWO-DAY TECHNICAL SEMINAR PROGRAM HELD IN THE TRADE CENTER CONFERENCE ROOM CONCURRENTLY WITH THE EXHIBITION.

BELOW IS A SAMPLE OF THE COMMENTS MADE BY THE EXHIBITORS DURING AND AT THE CLOSE OF THE SOW: "OUTSTANDING SHOW VERY WELL ORGANIZED. FACILITIES ARE IMPOSSIBLE TO IMPROVE ON. SIZE OF EXHIBITION WAS JUST RIGHT. GOOD MIX OF PEOPLE. TWO DAYS OF RAIN ONLY COMPAIN" (MR. ARNOLD PETSCH, PRESIDENT - A.E. PETSCH CO., INC.); "SHOW MANAGEMENT WAS EXCELLENT" (MR. KENT R. KELLY, DIRECTOR - AIRBORNE AVIATION PRODUCTS GR.); "I WILL RECOMMEND FURTHER PARTICIPATION IN TRADE CENTER EVENTS TO MY COMPANY AS A MEANS TO EXPAND INTERNATIONAL SALES" (MR. MICHAEL SANDIFER; VP MARKETING UNCLASSIFIED

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AIRCRAFT TECHNICAL PUBLISHERS); "TRADE CENTERS ARE USEFUL AND THIS ONE IN BRAZIL WAS PARTICULARLY HELPFUL" (MR. BERNARD GOLDBERG, MANAGER MARKETING - AVCO LYCOMING DIVISION); "ALL ASSISTANCE BEFORE; DURING AND IN COMPLETION OF THE SHOW WAS EXCELLENT. THE ATTENDANCE BY INVITED GUESTS WAS BETTER THEN EXPECTED" (MR. JACK SWAN, GOVERNMENT SALES - BENDIX); "VERY WELL ORGANIZED AND PUBLICIZED. STAFF WAS MOST HELPFUL DURING THE SHOW IN HELPING US MAKE CONTACT WITH POTENTIAL REPRESENTATIVES" (MR. GEORGE DANIELS, VICE PRESIDENT - DANIELS MANUFACTURING CORPORATION); "THIS IS OUR 2ND SHOW SPONSORED BY A TRADE CENTER. I WOULD DEFINITELY ATTEND ANOTHER DEPENDING ON TIME AND PLACE" (MR. JAMES BRODERICK, INT'L SALES MGR. - DICTAPHOMB); "WE CONSIDER THIS SPECIFIC TRADE SHOW A COMPLETE SUCCESS FOR OUR PRODUCT LINE. WE BVD FIND THREE REPRESENTATIMNS ANS SIGNED THEM" (MR. M. YURKO, PRESIDENT - G.R. CORPORATION); "THE COOPERATION OF THE STAFF WAS EXCELLENT. THE QUALITY OF VISITORS WAS EXCELLENT; ESPECIALLY DURING THE INAUGURATION" (MR. CECENNIS SCARBROUGH, INT'L MARKETING MGR. - INFORMATION HANDLING SERVICES); "STAFF VERY COOPERATIVE AND HELPFUL. KEY CUSTOMERS FROM A.F. WERE EXPOSES TO OUR PRODUCTS AND WERE INTERESTED IN FURTHER DISCUSSIONS AND DEMONSTRATIONS" (MR. JOHN VANDENHOEK, - ITT AEROSPACE/OPTICAL DIV.); "MUCH BETTER THAN EXPECTED. SERVICE AND HXOOPERATION OUTSTANDING" (MR. JAMES STOTHARD; INT'L

SALES MGR. - KING RADIO CORPORATION); "THE TC HERE IN SAO PAULO DID AN OUTSTANDING JOB IN DESCRIBING THE TRADE PROCEDURES IN BRAZIL AND IN THE OPERATION OF EXHIBITION" (MR. GEORGE OWEN, DIRECTOR OKSMARKETING - METRIC SYSTEMS CORPORATION); VERY HAPPY. STAFF EXTREMELY HELPFUL. EXCELLENT FACILITIES. WOULD PARTICI- PATE AGAIN" (MR. FRANK BERGHAMER, VID PRESIDENT - ROSAM INC.); "EXCELLENT ORGANIZATION. PUBLIC RELATIONS (ADVANCE) GOOD. DECISION MAKING PEOPLE IN ATTENDANCE THROUGHOUT 5 DAYS OF SHOW. BRIEFING PRIOR TO EXHIBITION EXCELLENT"(MR GEORG SINIGOLIAN, SALES MANAGER-TECHNICAL APPLIANCE CORP.); "THE SUPPORT WE RECEIVED FROM THE TC STAFF WAS EXCELLENT IN ALL ASPECTS AND FAR BETTER THAN WE EXPECTED. WITHOUT AN EXHIBITION SUCH AS THIS WE AND OTHER SMALL US COMPANIES NOT BE ABLE TO EXPOSE OUR PRODUCTS TO THE BRAZILIAN MARKET PLACE. WE ARE GRATEFUL"(MR GLEN MORGAN, VP ADM & FINANCE- UNCLASSIFIED

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TECHNOLOGY SERVICE CORPORATION); " EVERYTHING WAS OPERATED ON SCH- DULE WITH THE M T COMPETENT AND ACCOMODATING PEOPLE I HAVE EVER WORKED WITH. I HAVE ATTENDED CONFERENCES FOR 9 YEARS"(MR IRWIN L. VALLEY , OWNER-VALLEY ILLUMINATORS); "VERY PLEASED WITH RESULTS- FEEL WE HAVE ACQUIRED THE RIGHT AGENT. SPOKE WITH IMPORTANT PEOPLE IN GOVERNMENT AND VARIG AND DISCO SED SPECIFIC SALES PROSPECTS" (7R ERWIN BERNSTEIN, MANAGER-WS KIRKPATRICK&CO INT'L).

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